Alt Order #

08238727

Rate Typ

Invoice Period

Invoice #



**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410

Main: (561)694-2525 Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

**Targeted Platform Media Attention: Accounts Payable** 1291 Hollywood Ave

**End Date** 

07/10/16

Start Date

Weeks:

**MTWTFSS** 

-TWTF--

	1480624-1	07/17/1	6	July 2016		06/27/16	6 - 07/11/16	
	Property WPBF	Account Executive Mica Hansen			Sales Office Sales Regio			
Adverti Prioriti	ser es USA Action		Produ	uct PRITIES US	A ACTIO		ate Number	

Order #

1480624

Flight Dates

07/05/16 - 07/11/16

Invoice Date Invoice Month

1291 Hollywood Ave Annapolis, MD 21403			Broad	Calendar cast al Handling	Billing T	Гуре	Deal #
Send Payment To: WPBF PO Box 26885 Lehigh Valley, PA 18002-6885			Agenc	y Code y Ref	Adverti	ser Code ser Ref	Product 1/2 760
Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1 07/05/16 07/08/16 THE CHEW Class of Time - Pre-emptible with notice	1P-2P	-TWTF	:30	4	\$350.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/10/16           Spots:         # Ch Day Air Date Air Time Descrip 2           2         WPBF Tu 07/05/16         1:30 PM THE CH		Rate \$350.00 Start/End Time 1P-2P		<u>th Ad-ID</u> 30 pratv1608h			<u>Rate</u> <u>Tyr</u> \$350.00 N

1 07/05/ Class	/16 07/08/1 of Time - Pre-e			1P-2P	-	TWTF	:30	4	\$350.00	NM	
Weeks		e End Dat	te MTWTFSS	Spots/Week		Rate					
1	07/04/16	07/10/10	6 -TWTF	4		\$350.00					Data Tuna
Spots: #	Ch Day	Air Date	Air Time Descri	iption		Start/End Time	Length A				Rate Type
2	WPBF Tu	07/05/16	1:30 PM THE C	CHEW		1P-2P		PRATV1608H			\$350.00 NN
4	WPBF W	07/06/16	1:27 PM THE C	CHEW		1P-2P	:30 F	PRATV1608H			\$350.00 NN
3		07/07/16	1:30 PM THE C	CHEW		1P-2P	:30 F	PRATV1610H			\$350.00 NN
1	• • • • • • • • • • • • • • • • • • • •	07/08/16	1:29 PM THE C			1P-2P	:30 F	PRATV1610H			\$350.00 NN
2 07/05/ Class	/16 07/08/1 of Time - Pre-	6 Tu-F V	WPBF News 25 notice	@ 111-11:35PM		-TWTF	:30	4	\$750.00	NM	
Weeks				Spots/Week		Rate					
1100	07/04/16			4		\$750.00					Data Torr
Spots: #	Ch Day	Air Date	Air Time Descr	iption		Start/End Time	Length /				Rate Type
2		07/05/16	11:14 PM Tu-F \	WPBF News 25 @	11PM	11-11:35PM		PRATV1608H			\$750.00 NM
4		07/06/16	11:13 PM Tu-F \	WPBF News 25 @	11PM	11-11:35PM	:30	PRATV1608H			\$750.00 NN
1				WPBF News 25 @		11-11:35PM	:30	PRATV1610H			\$750.00 NM
3	WPBF F			WPBF News 25 @		11-11:35PM	:30	PRATV1610H			\$750.00 Ni
3 07/05 Class	i/16 07/08/1 s of Time - Imm	6 Jimmy ediately Pre-	y Kimmel -emptible withou	1135P-1238A t notice		-TWTF	:30	4	\$275.00	NM	
Week	s: Start Da	te End Da	ite MTWTFSS	Spots/Weel	<u> </u>	Rate \$275.00					
	07/04/16				•	•	Length .	Ad-ID			Rate Typ
Spots: #		Air Date	Air Time Descr			Start/End Time		<u>AU-ID</u> PRATV1608H			\$275.00 NI
2	WPBF Tu	07/05/16	12:23 AM Jimm	y Kimmel		1135P-1238A					
1	WPRF W	07/06/16	11:57 PM Jimm	v Kimmel		1135P-1238A	:30	PRATV1608H			\$275.00 Ni

4 07/05	6/16 07/0	8/16		)-1P Access Ho	llywoc1230-1	)	-TWTF	:30	4	\$275.00	NM -		
3	WPBF_I	- 0	7/08/16	12:14 AM Jim	my Kimmel		1135P-1238A	:30 !	PRATVIOUS	,n		Ψ213.00	
4	WPBF				-			-20 1	PRATV1608	Ru		\$275.00	NI
		Γh 0'	7/07/16	11:59 PM Jim	ny Kimmel		1135P-1238A	:30 F	PRATV1610	)H		\$275.00	Νľ
1	WPBF \	N 0	7/06/16	11:57 PM Jim	ny Kimmel		1135P-1238A	:30 F	PRATV1608	ВН		\$275.00	
2	WPBF 7	Γu 0	7/05/16	12:23 AM Jim	ny Kimmel		1135P-1238A		PRATV1608			•	
Spots: #	Ch Da	<u>av A</u>	ir Date	Air Time Des			Start/End Time	Length A		) i i		\$275.00	
	07/04					-	•	Longth /	V4 ID			Rate 1	Tvn
. vveek			07/10/			4	\$275.00						

07/04/16 Length Ad-ID Start/End Time Air Time Description Spots: # Ch Day Air Date This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

Spots/Week

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Rate

\$275.00

**1** -5

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 1480624-1 | O7/17/16 | July 2016 | O6/27/16 - O7/11/16

Advertiser Product Estimate Number

Priorities USA Action PRIORITIES USA ACTIO 4594

SADADA/	thour	hfch	anna	Loop

ww.thewpbfch	nannel.co	<u>om</u>						Spots/	D-4-	Toma	
ne Start [	Date _	End Da	ate Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
4 07/05/ Class	/16 of Time	07/08/ e - Pre-	16 1230 emptible w	)-1P Access th notice	Hollywoc1230-1p	-TWTF	:30	4	\$275.00	NM 	
Spots: #	Ch	_	Air Date	Air Time [		Start/End Time		h Ad-ID			Rate Ty
3	WPB	F Tu	07/05/16	12:54 PM 1	230-1P Access Hollywood	1230-1p		0 PRATV1608H			\$275.00 N
1	WPB	F W	07/06/16		1230-1P Access Hollywood	1230-1p		0 PRATV1608H			\$275.00 N
2	WPB	F Th	07/07/16		1230-1P Access Hollywood	1230-1p		0 PRATV1608H			\$275.00 N
4	WPB	<u> </u>	07/08/16		1230-1P Access Hollywood	1230-1p		0 PRATV1608H			\$275.00 N
5 07/05/ Class	/16 of Tim	07/08/ e - Imn	16 Nigh nediately Pr	ntline e-emptible w	1238-107A ithout notice	-TWTF	:30	4	\$125.00	NM	
Weeks		Start Da				<u>Rate</u> \$125.00					
Spots: #	Ch		Air Date		<u>Description</u>	Start/End Time	Leng	th Ad-ID			Rate Ty
1	WPB		07/05/16	12:53 AM		1238-107A	:3	30 PRATV1608H			\$125.00 N
4	WPB		07/06/16	12:39 AM	•	1238-107A	:3	30 pratv1608h			\$125.00 N
3	WPB	F Th	07/07/16	12:54 AM	Nightline	1238-107A	:3	30 PRATV1610H			\$125.00 N
2	WPB		07/08/16	12:53 AM	Nightline	1238-107A	:3	30 PRATV1610H			\$125.00 N
6 07/05 Class	/16	07/08/ e - Pre	16 WP -emptible w		@ Noon 12pm-1230pm	-TWTF	:30	4	\$400.00	NM	
Weeks	s:	Start D	ate End [	Date MTWT		Rate \$400.00					
Cnoto: #	Ch	07/04/1	Air Date		Description	Start/End Time	Lena	th Ad-ID			Rate Ty
Spots: #	WPB		07/05/16		WPBF News 25 @ Noon	12pm-1230pm		30 PRATV1608H			\$400.00 I
1	WPB		07/05/16		WPBF News 25 @ Noon	12pm-1230pm	:	30 PRATV1608H			\$400.00 I
3	WPB		07/00/16		WPBF News 25 @ Noon	12pm-1230pm		30 PRATV1610H			\$400.00 I
4	WPB	F <i>F</i>	07/08/16		WPBF News 25 @ Noon	12pm-1230pm	.:0	00			\$400.00 i
			dited		4-5p	-TWTF	:30	4	\$400.00	NM	
7 07/05 Class	6/16 of Tim	07/08/ e - lmr	/16 Elle nediately P	n re-emptible v	vithout notice		.50		Ψ-00.00		
Week		Start D 07/04/1				<u>Rate</u> \$400.00					
Spots: #	Ch		Air Date		Description	Start/End Time	Leng	th Ad-ID			Rate Ty
1	WPE		07/05/16	4:31 PM	Ellen	4-5p	:	30 PRATV1608H	1		\$400.00
2	WPE	F W	07/06/16	4:21 PM	Ellen	4-5p	::	30 PRATV1608H	l		\$400.00
4	WPE	BF Th	07/07/16	4:28 PM	Ellen	4-5p	:	30 PRATV1610H	l .		\$400.00
3	WPE		07/08/16	4:29 PM	Ellen	4-5p	:	30 PRATV1610	<u> </u>		\$400.00
8 07/05 Class	5/16 s of Tim	07/08 ne - Pre	/16 WF e-emptible v	BF News 25	5-6:00am5:00-6:00am	-TWTF	:30	4	\$200.00	NM	
Week			ate End	Date MTW	FFSS Spots/Week	<u>Rate</u> \$200.00					
Spots: #	<u>Ch</u>		Air Date		Description	Start/End Time	Leng	th Ad-ID			Rate T
2	WPE		07/05/16		WPBF News 25 5-6:00am	5:00-6:00am	:	30 pratv1608i	1		\$200.00
1	WPE		07/06/16		WPBF News 25 5-6:00am	5:00-6:00am	:	30 PRATV1608I	1		\$200.00
3	WPE		07/07/16		WPBF News 25 5-6:00am	5:00-6:00am	:	30 PRATV1610	ł		\$200.00
4	WPI		07/08/16		WPBF News 25 5-6:00am	5:00-6:00am	:	30 PRATV1608I	1		\$200.00
9 07/05 Class	5/16 s of Tin	07/08 ne - Pre	1/16 Tu-	F 5pm News	5-6pm	-TWTF	:30	4	\$700.00	NM	
Week		Start D	Date End	Date MTW	TFSS Spots/Week	Rate \$700.00					
		07/04/			TF 4	*	lan	th Ad-ID			Rate T
Spots: #	<u>Ch</u>	Da	y Air Date	<u>Air Lime</u>	Description	Start/End Time		it www.hearst.com	beendoortingh	the we are	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

We warrant that the actual broadcast information shown on this invoice was taken from the program log

WPSE

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1480624-1
 07/17/16
 July 2016
 06/27/16 - 07/11/16

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	4594

WWW	.thewr	obtenar	nel.com

ne Start I	Date E	ind Da	te Desci	ription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
9 07/05/ Class	/16 C	7/08/1 - Pre-	6 Tu-F	5pm News h notice	5-6pm	-TWTF	:30	4	\$700.00	NM	
Spots: #	Ch		Air Date	Air Time Des	cription	Start/End Time	Lengt	h Ad-ID			Rate Ty
3	WPBF		07/05/16	5:25 PM Tu-		5-6pm		0 PRATV1608			\$700.00 N
1	WPBF	W	07/06/16	5:44 PM Tu-	5pm News	5-6pm		O PRATV1608			\$700.00 N
2	WPBF	Th	07/07/16	5:40 PM Tu-	5pm News	5-6pm		0 PRATV1610			\$700.00 N
4	WPBF	F	07/08/16	5:40 PM Tu-	5pm News	5-6pm	:3	0 PRATV1610	Н		\$700.00 N
10 07/05 Class	/16 (	7/08/1 - Pre-	6 WPB emptible wit	F News 25 @	6:00Pl6-6:30PM	-TWTF	:30	4	\$800.00	NM	
Weeks	s: <u>S</u>	art Da	te End Da	ate MTWTFS		<u>Rate</u> \$800.00					
Spots: #	Ch		Air Date	Air Time Des		Start/End Time	Lengt	th Ad-ID			Rate Ty
2	WPBF		07/05/16	6:22 PM WP	BF News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1608	н		\$800.00
3	WPBF		07/06/16	6:12 PM WF	BF News 25 @ 6:00PM	6-6:30PM		0 PRATV1608			\$800.00
4	WPBF		07/07/16	6:25 PM WF	BF News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1608	H		\$800.00
1	WPBF		07/08/16	6:14 PM WF	BF News 25 @ 6:00PM	6-6:30PM	:3	0 PRATV1608	Н		\$800.00
11 07/05 Class	/16 (	07/08/ - Pre-	I6 WPB emptible wit	F News 25 Mo	rnings6-7AM	-TWTF	:30	4	\$525.00	NM	
Week	s: <u>S</u>	tart Da	ite End Da	ate MTWTFS		<u>Rate</u> \$525.00		<del></del>			
Spots: #	<u>Ch</u>	-	Air Date	Air Time Des	scription	Start/End Time	Leng	th Ad-ID			Rate T
3	WPBF		07/05/16	6:23 AM WF	BF News 25 Mornings	6-7AM		30 PRATV1608			\$525.00
2	WPBF		07/06/16	6:38 AM WF	BF News 25 Mornings	6-7AM	:3	30 PRATV1608	ВН		\$525.00
1	WPBF		07/07/16	6:37 AM WF	BF News 25 Mornings	6-7AM	:3	30 PRATV1608	ВН		\$525.00 l
4	WPBF		07/08/16	6:43 AM WF	BF News 25 Mornings	6-7AM	:	30 PRATV1610	Эн		\$525.00
12 07/05 Class		07/08/ - Pre-	16 Whe	el Of Fortune th notice	7-7:30PM	-TWTF	:30	4	\$1,700.00	NM	
Week		tart Da 7/04/1				<u>Rate</u> \$1,700.00					D 4. T
Spots: #	<u>Ch</u>	Day	Air Date	Air Time De	scription	Start/End Time		th Ad-ID	_		Rate Ty
3	WPBF	Tu	07/05/16	7:06 PM Wh	eel Of Fortune	7-7:30PM		30 PRATV1608			\$1,700.00
2	WPBF	W	07/06/16	7:05 PM W	eel Of Fortune	7-7:30PM		30 PRATV1608			\$1,700.00
1	WPB	Th	07/07/16	7:17 PM W	eel Of Fortune	7-7:30PM	•	30 PRATV1610			\$1,700.00
4	WPBI	F	07/08/16	7:12 PM WI	eel Of Fortune	7-7:30PM	:	30 PRATV1610	)H		\$1,700.00
13 07/05 Class		07/08/ e - Pre	16 Good emptible wi	d Morning Ame	rica 7-9AM	-TWTF	:30	4	\$625.00	NM ——	
Week	(S: §		ate End D	ate MTWTFS		Rate \$625.00					<b>_</b>
Spots: #	<u>Ch</u>	Day	Air Date	Air Time De	<u>scription</u>	Start/End Time		<u>ith Ad-ID</u>	_		Rate T
3	WPB	= Tu	07/05/16	7:55 AM G	od Morning America	7-9AM		30 PRATV1608			\$625.00
4	WPB	= W	07/06/16	8:55 AM G	od Morning America	7-9AM		30 PRATV1608			\$625.00
2	WPB	- Th	07/07/16		od Morning America	7-9AM	•	30 PRATV1610			\$625.00
1	WPB	F	07/08/16	8:21 AM G	od Morning America	7-9AM	:	30 PRATV1610	ОН		\$625.00
14 07/09 Clas		07/08/ e - Pre	/16 Jeop -emptible wi	oardy ith notice	7:30-8PM	-TWTF	:30	4	\$1,900.00	NM	
Weel	(S: 5	Start D 07/04/1	ate End C	Date MTWTFS		<u>Rate</u> \$1,900.00					
Spots: #			Air Date	Air Time De		Start/End Time	<u>Lenc</u>	th Ad-ID			<u>Rate</u> T
- p - sec. "			07/05/16	7:41 PM Je		7:30-8PM	:	30 PRATV160	8н		\$1,900.00

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We warrant that the actual broadcast information shown on this invoice was taken from the program log

**3** 

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1480624-1
 07/17/16
 July 2016
 06/27/16 - 07/11/16

Advertiser Product Estimate Number
PRIORITIES USA ACTIO 4594

www	thewp.	bfchar	mel.com

www.thewpbfchannel.com				Spots/			
Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
14 07/05/16 07/08/16 Jeopardy	7:30-8PM	-TWTF	:30	4	\$1,900.00	NM	
Class of Time - Pre-emptible with notice  Spots: # Ch Day Air Date Air Time Desc 2 WPBF W 07/06/16 7:34 PM Jeop 4 WPBF Th 07/07/16 7:35 PM Jeop 3 WPBF F 07/08/16 7:41 PM Jeop	ardy ardy	Start/End Time 7:30-8PM 7:30-8PM 7:30-8PM	:30	<u>Ad-ID</u> ) PRATV1608 ) PRATV1610 ) PRATV1610	Эн		Rate Type \$1,900.00 NV \$1,900.00 NV \$1,900.00 NV
15 07/11/16 07/11/16 Bachelorette Class of Time - Pre-emptible with notice	8-10p	1	:30	1	\$2,000.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 07/11/16           Spots:         # Ch Day Air Date Air Time Desc 1         WPBF M 07/11/16         8:26 PM Bach		Rate \$2,000.00 <u>Start/End Time</u> 8-10p		1 <u>Ad-ID</u> ) PRATV160	8н		Rate Typs \$2,000.00 NN
16 07/09/16 07/09/16 20/20:In An Instant Class of Time - Immediately Pre-emptible without	9-11p ut notice	1-	:30	1	\$650.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/10/16           Spots:         # Ch Day Air Date Air Time Description	Spots/Week 1	<u>Rate</u> \$650.00 <u>Start/End Time</u> 9-11p		n <u>Ad-ID</u> ) PRATV161	0н		Rate Type \$650.00 NM
17 07/10/16 07/10/16 Sun 6pm News Class of Time - Immediately Pre-emptible witho	6-630p ut notice	S	:30	1	\$300.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/10/16           Spots:         #         Ch         Day         Air Date         Air Time         Desc           1         WPBF         Su         07/10/16         6:27 PM Sun	Spots/Week 1 cription	<u>Rate</u> \$300.00 <u>Start/End Time</u> 6-630p		h <u>Ad-ID</u> 0 pratv161	0н		Rate <u>Type</u> \$300.00 NN
18 07/09/16 07/09/16 Sat 6pm News Class of Time - Pre-emptible with notice	6-630p	1-	:30	1	\$350.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/04/16           Spots:         # Ch Day Air Date Air Time Des 1         Air Time Des 07/09/16         6:15 PM Sat 07/09/16	1 cription	<u>Rate</u> \$350.00 <u>Start/End Time</u> 6-630p		<u>h Ad-ID</u> 0 PRATV160	8н		Rate Typi \$350.00 NN
19 07/09/16 07/09/16 Sat 6-7am News Class of Time - Pre-emptible with notice	Sat 6-7am	2-	:30	2	\$250.00	NM	
Weeks:         Start Date 07/10/16         End Date 07/10/16         MTWTFSS 07/10/16           Spots:         # Ch Day Air Date Air Time Des 1         Air Time Des 07/09/16         6:12 AM Sat 2           WPBF         Sa 07/09/16         6:45 AM Sat 2	cription 6-7am News	Rate \$250.00 <u>Start/End Time</u> Sat 6-7am Sat 6-7am	:3	h <u>Ad-ID</u> 0 PRATV161 0 PRATV161			<u>Rate</u> <u>Typ</u> \$250.00 Nt \$250.00 Nt
20 07/09/16 07/09/16 Sat Wheel Of Fortur Class of Time - Immediately Pre-emptible without	ne Sat 7-730PM	1-	:30	1	\$600.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFS           07/04/16         07/10/16        1           Spots:         # Ch Day Air Date Air Time Des	Spots/Week 1	<u>Rate</u> \$600.00 <u>Start/End Time</u> Sat 7-730PM		<u>h Ad-ID</u> 0 pratv161	LOн		<u>Rate</u> <u>Typ</u> \$600.00 NI
21 07/09/16 07/09/16 GMA Saturday 7-8a Class of Time - Pre-emptible with notice	m Sat 7am-8am	2-	:30	2	\$400.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFS: 07/10/16           Spots:         # Ch Day Air Date Air Time Des	- 2	<u>Rate</u> \$400.00 <u>Start/End Time</u> Sat 7am-8am		th <u>Ad-ID</u> 30 pratv160	)8н		<u>Rate</u> <u>Typ</u> \$400.00 NI

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We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1480624-1
 07/17/16
 July 2016
 06/27/16 - 07/11/16

Advertiser Product Estimate Number
Priorities USA Action PRIORITIES USA ACTIO 4594

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ine Start Date End Date Description Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
21 07/09/16 07/09/16 GMA Saturday 7-8am Sat 7am-8am Class of Time - Pre-emptible with notice	2-	:30	2	\$400.00	NM	
Spots: # Ch Day Air Date Air Time Description 2 WPBF Sa 07/09/16 7:58 AM GMA Saturday 7-8am	Start/End Time Sat 7am-8am		h <u>Ad-ID</u> 0 pratv1610	Он		<u>Rate Typ</u> \$400.00 Nf
22 07/09/16 07/09/16 Sat Jeopardy Sat 7:30-8PM Class of Time - Immediately Pre-emptible without notice	1-	:30	1	\$625.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/10/16         Spots/Week 07/10/16	<u>Rate</u> \$625.00					
Spots: # Ch Day Air Date Air Time Description  1 WPBF Sa 07/09/16 7:41 PM Sat Jeopardy	Start/End Time Sat 7:30-8PM		<u>h Ad-ID</u> 0 pratv1610	0н	<u></u> .	<u>Rate Typ</u> \$625.00 NI
23 07/09/16 07/09/16 Sat 8-9am News Sat 8-9am Class of Time - Pre-emptible with notice	2-	:30	2	\$350.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/04/16         Spots/Week 07/04/16	<u>Rate</u> \$350.00					_
Spots: # Ch Day Air Date Air Time Description	Start/End Time		h Ad-ID	_		Rate Typ
2 WPBF Sa 07/09/16 8:13 AM Sat 8-9am News	Sat 8-9am		O PRATV161			\$350.00 N
1 WPBF Sa 07/09/16 8:41 AM Sat 8-9am News	Sat 8-9am	:3	O PRATV161	ОН		\$350.00 N
24 07/10/16 07/10/16 Sun 11:35pm Late News 1135p-12am Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$300.00	NM	
Weeks:         Start Date 07/10/16         End Date 07/10/16         MTWTFSS 07/Week 07/10/16         Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time		h Ad-ID			Rate Tyr
1 WPBF Su 07/10/16 11:42 PM Sun 11:35pm Late News	1135p-12am	:3	0 PRATV160	8н		\$300.00 N
25 07/10/16 07/10/16 Sun 6-7am News Sun 6-7am Class of Time - Pre-emptible with notice	2	:30	2	\$175.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/04/16         Spots/Week 07/10/16	<u>Rate</u> \$175.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time		th Ad-ID			Rate Tyr
1 WPBF Su 07/10/16 6:24 AM Sun 6-7am News	Sun 6-7am		0 PRATV160			\$175.00 N
2 WPBF Su 07/10/16 6:51 AM Sun 6-7am News	Sun 6-7am	:3	0 PRATV161	.0н		\$175.00 N
26 07/10/16 07/10/16 Celebrity Family Feud 8-9PM Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$1,500.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 07/10/161	<u>Rate</u> \$1,500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time		th Ad-ID			Rate Ty
1 WPBF Su 07/10/16 8:47 PM Celebrity Family Feud	8-9PM	:3	30 PRATV161	.0н		\$1,500.00 N
27 07/07/16 07/07/16 Battlebots 8-9PM	1	:30	1	\$1,600.00	NM	
Class of Time - Pre-emptible with notice						
Class of Time - Pre-emptible with notice  Weeks: Start Date End Date MTWTFSS Spots/Week	<u>Rate</u> \$1,600.00					
Class of Time - Pre-emptible with notice           Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/04/16         Spots/Week 07/10/16		Leng	th Ad-ID			Rate Tyr
Class of Time - Pre-emptible with notice  Weeks: Start Date End Date MTWTFSS Spots/Week	\$1,600.00		th Ad-ID 30 pratv161	.Он		
Class of Time - Pre-emptible with notice	\$1,600.00 Start/End Time			.он \$350.00	NM	
Class of Time - Pre-emptible with notice	\$1,600.00 <u>Start/End Time</u> 8-9PM 1	:3	30 PRATV161		NM	
Class of Time - Pre-emptible with notice   Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   07/04/16   07/10/16  1   1	\$1,600.00 <u>Start/End Time</u> 8-9PM	:30	30 PRATV161		NM	Rate Tyr \$1,600.00 N

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We warrant that the actual broadcast information shown on this invoice was taken from the program log

Send Payment To:



WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1480624-1
 07/17/16
 July 2016
 06/27/16 - 07/11/16

Advertiser Product Estimate Number
Priorities USA Action PRIORITIES USA ACTIO 4594

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Line Start Date End Date Description Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
31 07/11/16 07/11/16 M WPBF News 25 @ 11F11-11:35PM Class of Time - Pre-emptible with notice	1	:30	1	\$750.00	NM	<u> </u>
Class of Time - Pre-emptible with Hotice           Weeks:         Start Date 07/11/16         End Date 07/11/16         MTWTFSS Spots/Week         Spots/Week           Spots:         # Ch Day Air Date Air Time Description         1 WPBF M 07/11/16 11:12 PM M WPBF News 25 @ 11PM	Rate \$750.00 <u>Start/End Time</u> 11-11:35PM		h <u>Ad-ID</u> 0 PRATV1610H	1		<u>Rate</u> <u>Type</u> \$750.00 NM
32 07/11/16 07/11/16 Jimmy Kimmel 1135P-1238A Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$275.00	NM	
Weeks:         Start Date 07/11/16         End Date Date 07/17/16         MTWTFSS Spots/Week 1 1         Spots/Week 1 1           Spots:         # Ch Day Air Date Air Time Description 1         Air Time Description 1           1         WPBF M 07/11/16 12:03 AM Jimmy Kimmel	Rate \$275.00 <u>Start/End Time</u> 1135P-1238A		th <u>Ad-ID</u> 30 PRATV1610	Н		<u>Rate</u> <u>Typ∈</u> \$275.00 NN
33 07/11/16 07/11/16 1230-1P Access Hollywoc1230-1p Class of Time - Pre-emptible with notice	1	:30	1	\$275.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 1           1         WPBF M 07/11/16 12:41 PM 1230-1P Access Hollywood	Rate \$275.00 <u>Start/End Time</u> 1230-1p		<u>th Ad-ID</u> 80 pratv1610	н		<u>Rate</u> <u>Typ∈</u> \$275.00 NN
34 07/11/16 07/11/16 Nightline 1238-107A Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$125.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/11/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 1         Description 1           1         WPBF M 07/11/16 12:52 AM Nightline	Rate \$125.00 <u>Start/End Time</u> 1238-107A		th <u>Ad-ID</u> 30 pratv1610	н		<u>Rate Type</u> \$125.00 NN
35 07/11/16 07/11/16 WPBF News 25 @ Noon 12pm-1230pm Class of Time - Pre-emptible with notice	1	:30	1	\$400.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date Air Time Description 1         Air Time Description 1         Description Noon	<u>Rate</u> \$400.00 <u>Start/End Time</u> 12pm-1230pm	. —	<u>th Ad-ID</u> 30 PRATV1608	H		<u>Rate Typi</u> \$400.00 NM
36 07/11/16 07/11/16 Ellen 4-5p Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$400.00	NM	
Weeks:         Start Date 07/11/16         End Date 1 1         MTWTFSS 1         Spots/Week 1           07/11/16         07/11/16         1 1         1           Spots:         # Ch Day Air Date Air Time Description 1         Description 2           1 WPBF M 07/11/16         4:28 PM Ellen 3	<u>Rate</u> \$400.00 <u>Start/End Time</u> 4-5p		ith <u>Ad-ID</u> 30 PRATV1610	)H		<u>Rate Typ</u> \$400.00 NN
37 07/11/16 07/11/16 WPBF News 25 5-6:00am5:00-6:00am Class of Time - Pre-emptible with notice	1	:30	1	\$200.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 1           1         WPBF M 07/11/16 4:59 AM WPBF News 25 5-6:00am	<u>Rate</u> \$200.00 <u>Start/End Time</u> 5:00-6:00am		ith <u>Ad-ID</u> 30 PRATV1610	Эн		<u>Rate Typ</u> \$200.00 Ni
38 07/11/16 07/11/16 M 5pm News 5-6pm Class of Time - Pre-emptible with notice	1	:30	1	\$700.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 1         Description News	Rate \$700.00 <u>Start/End Time</u> 5-6pm		ath <u>Ad-ID</u> 30 PRATV1608	Вн		<u>Rate Typ</u> \$700.00 NI

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WPBP

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

 Invoice #
 Invoice Date
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 Invoice Period

 1480624-1
 07/17/16
 July 2016
 06/27/16 - 07/11/16

Advertiser Priorities USA Action PRIORITIES USA ACTIO Estimate Number 4594

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ww.thewpbfchannel.com			Spots/			
ine Start Date End Date Description Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
39 07/11/16 07/11/16 WPBF News 25 @ 6:00Pl6-6:30PM Class of Time - Pre-emptible with notice	1	:30	1	\$800.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1	<u>Rate</u> \$800.00 <u>Start/End Time</u> M 6-6:30PM		th <u>Ad-ID</u> 30 pratv161	0н		<u>Rate Type</u> \$800.00 NM
40 07/11/16 07/11/16 WPBF News 25 Mornings6-7AM Class of Time - Pre-emptible with notice	1	:30	1	\$525.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 2         Description 3           1         WPBF M 07/11/16         6:07 AM WPBF News 25 Mornings	Rate \$525.00 <u>Start/End Time</u> s 6-7AM		th <u>Ad-ID</u> 30 PRATV161	0н		Rate Type \$525.00 NM
41 07/11/16 07/11/16 Wheel Of Fortune 7-7:30PM Class of Time - Pre-emptible with notice	1	:30	1	\$1,700.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/11/16         MTWTFSS 1         Spots/Week 1           Spots:         # Ch Day Air Date 1         Air Time Description 2         Description 3           1         WPBF M 07/11/16         7:17 PM Wheel Of Fortune 3	Rate \$1,700.00 <u>Start/End Time</u> 7-7:30PM		<u>th Ad-ID</u> 30 PRATV161	.0н		Rate Type \$1,700.00 NN
42 07/11/16 07/11/16 Good Morning America 7-9AM Class of Time - Pre-emptible with notice	1	:30	1	\$625.00	NM	
Weeks:         Start Date 07/11/16         End Date Date 07/11/16         MTWTFSS Spots/Week           Spots:         # Ch Day Air Date 1 Description         Air Time Description           1         WPBF M 07/11/16         8:53 AM Good Morning America	Rate \$625.00 <u>Start/End Time</u> 7-9AM		ith <u>Ad-ID</u> 30 PRATV161	.0н		<u>Rate</u> <u>Type</u> \$625.00 NN
43 07/11/16 07/11/16 Jeopardy 7:30-8PM Class of Time - Pre-emptible with notice	1	:30	1	\$1,900.00	NM	
Weeks:         Start Date 07/11/16         End Date 07/17/16         MTWTFSS 1 1         Spots/Week 1 1           Spots:         # Ch Day Air Date 1 WPBF M 07/11/16         Air Time Description 7:52 PM Jeopardy	Rate \$1,900.00 <u>Start/End Time</u> 7:30-8PM		nth Ad-ID 30 PRATV161	LOH		Rate Type \$1,900.00 NN
44 07/07/16 07/07/16 Greatest Hits 9-10PM Class of Time - Pre-emptible with notice	1	:30	1	\$2,800.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS 07/04/16         Spots/Week 07/10/16           Spots:         # Ch Day Air Date 1         Air Time Description 09:40 PM Greatest Hits	<u>Rate</u> \$2,800.00 <u>Start/End Tim</u> 9-10PM		<u>1th Ad-ID</u> 30 PRATV160	08н		<u>Rate Type</u> \$2,800.00 NN
45 07/06/16 07/06/16 Chronicle:Algae Crisis 8-9p Class of Time - Pre-emptible with notice	W	:30	2	\$1,250.00	NM	
Weeks:         Start Date 07/04/16         End Date 07/10/16         MTWTFSS Spots/Week 07/10/16         Spots/Week 07/10/16           Spots:         # Ch Day Air Date 1         Air Time Description 0         Description 0           1         WPBF W 07/06/16         8:16 PM Chronicle:Algae Crisis 0           2         WPBF W 07/06/16         8:54 PM Chronicle:Algae Crisis 0		_	oth Ad-ID 30 PRATV166 30 PRATV166			Rate Typ: \$1,250.00 NM \$1,250.00 NM

#### **Payment Terms 30 Days**

**Gross Total** 

\$60,300.00

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WPBF
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Lehigh Valley, PA 18002-6885

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 1480624-1 | 07/17/16 | July 2016 | 06/27/16 - 07/11/16

Advertiser
Priorities USA Action
PRIORITIES USA ACTIO
PRIORITIES USA ACTIO

www.thewpbfchannel.com

Agency Commission

\$9,045.00

Net Amount Due

\$51,255.00

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